Exhibit 17 – Communications Initiatives – Broker Sustainability Awareness Program (BSAP) "cheat sheet": A small, printed "cheat sheet" was also handed out after the presentation for use by brokers. It provided the basic building leasing information on one side (space availability, building amenities such as fitness centers, conference centers, roof decks), area amenities (restaurants and shops) and transportation, and on the reverse side, information highlighting the building's specific energy and sustainability features. During the entertaining, prizeincented BSAP guiz that followed the presentation, the brokers were able to use the brochure (Exhibit 16) and the cheat sheet for reference. They were encouraged, too, to keep the breast-pocket-/handbag-sized cheat sheet and refer to it during building tours with prospective tenants. Please see Supplement to Section 3 for more cheat sheets.

# Presidential Tower

Arlington, VA





### **Building Information**

- · Distinctive presence on Jefferson Davis Highway (Rt. 1)
- Convenient location, easy access to Reagan National Airport
- Complete renovation of lobbies. common areas, elevator cabs. restrooms

#### Availability

 Full building 345,000 RSF 3<sup>rd</sup>-12<sup>th</sup> floors 30,000 RSF\* 2<sup>nd</sup> floor 21,000 RSF\*

1º floor 18,250 RSF\*

### **Building Amenities**

- · Brand new fitness center
- · Onsite security guard, concierge

### Area Conveniences

- · More than 40 restaurants, abundant retail shops within walking distance
- 11 hotels in immediate area
- · 5 minutes from Pentagon. Washington, D.C.
- · Close to Route 66, I-395, Route 50

#### Transportation

- · Transitway shuttle near main entrance loops Crystal City, stops at Crystal City Metro
- 3 blocks from Crystal City Metro (blue/yellow line)



## Presidential Tower

Arlington, VA



### **Building Performance**

SAVINGS



Control overhead costs and increase comfort through sustainability.

A fully renovated open lobby is warm, welcoming, and energy efficient.

A new HVAC control system will ensure thermal comfort while using significantly less energy.

A new garage lighting system increases visibility while reducing energy use.

EMPLOYEE WELLBEING & PRODUCTIVITY



Special high-efficiency air filters remove 99.9% of dust, soot, pollen, and other particles from the inside air.

A new onsite fitness center will boost productivity, retention, morale, and reduce

"Green" cleaning products, bathroom soaps, and cleaning methods bring peace of mind and help protect health.

Greater thermal comfort helps employees focus and be more productive.

ENVIRONMENT



Our complete, best-in-class building renovation will put us on track to receive LEED® Gold certification.

Lights will contain little or no mercury, a compound that can contaminate food and

Fully-renovated bathrooms have ultra-highefficiency fixtures that use 75% less water. That helps keep the Potomac cleaner.

We help keep night skies darker by keeping interior and exterior lights off whenever possible, and by ensuring exterior lights project downward.

\*Approximately







STREET, COMO DESCRIPTO PERINDES NORS TRATALISMOSTINISMOST

<u>Exhibit 18 – Communications Initiatives – Broker Sustainability Awareness Program (BSAP) Presentation at BOMA Conference</u>: Thanks to our presentation to other building owners and managers on the topic of BSAP at the 2013 BOMA Every Building Conference & Expo, the influence of our work on broker sustainability awareness will extend far beyond our direct audiences.



# Beacon Capital Partners

Up for the Challenge?
Educating Brokers on
Marketing your Sustainability
Successes



San Diego, California June 23, 2013





## **Market Snapshot**

- Building owners have invested billions of dollars to "green" their buildings
- Once the work is complete how do you maximize your investment and share it with the rest of the market?
- Brokers are the key to conveying sustainability initiatives to the ma

Cassidy/ Turley/

# Market Snapshot



- An increasing amount of tenants are inquiring about sustainability and energy efficiency
- Brokers need to understand how to properly address the features of sustainable buildings
- Brokers are the ones showing the space, marketing it to prospective tenants, and touting the amenities and successes of the asset
- Many brokers are not up to speed with the energy and sustainability lingo, and what the building's sustainability measures will mean for the tenants

### Panel



- · Consultant
  - Evan Tyroler Vice President, Principal Cassidy Turley Sustainability Services
- · ENERGY STAR
  - Jenny Stephenson Program Manager U.S. EPA ENERGY STAR
- Broker
  - Matthew Venos Associate Vice President Cassidy Turley
- Owner
  - Jerome Montrone Vice President Beacon Capital Partners

Cassidy Turley

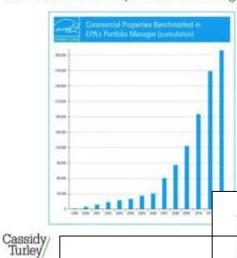
### **ENERGY STAR Represents...**

- Reduced operating expenses as compared to non-ENERGY STAR certified buildings
- · Better control of operating expense escalations
- · Proxy for better functioning equipment
- · Proxy for overall management



Cassidy/ Turley/

### Trend: More Properties Tracking Energy



Seattle

More than 300,000 properties benchmarked in EPA's Portfolio Manager

# Energy Efficiency is Valuable

## Trend: Expansion of Disclosure Mandates

nonresidential buildings

The most current energy

benchmarking report

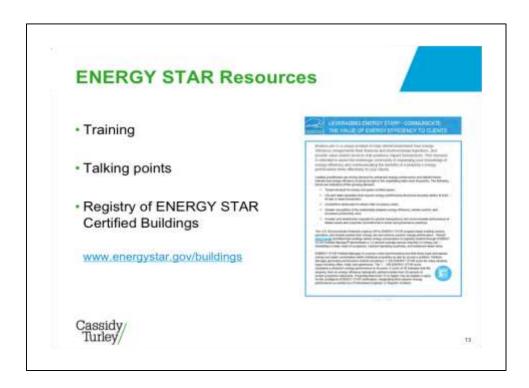
NERGY STAR

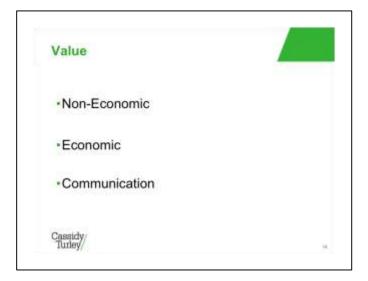
Where?	What is disclosed?	Who gets it?	of value-
Austin	ENERGY STAR score of nonresidential buildings > 10k sq. ft.	Prospective buyers and Austin Energy (utility)	th an increase in
Boston	Whole-building energy and water use data for commercial buildings > 35k sq. ft. or 35 units	Public (start date to be determined)	
California	Portfolio Manager data and score for nonresidential buildings	Prospective parties of whole-building transaction (July 2013)	3/sq ft (at 8%
District of Columbia	Building energy data and ENERGY STAR scores	Public	
Minneapolis	Public and private commercial building energy and water usage	Public (starting in 2015)	i l
New York City	Public and private building energy and water performance metrics	Public (available now)	-
Philadelphia	Energy and water performance metrics for nonresidential buildings	Public (start date to be determined)	11
San Francisco	Energy benchmarking summaries for nonresidential buildings	Public (available now for buildings > 50k sq. ft.)	

50k sq. ft.)

potential lenders

Available by request of tenants, prospective tenants or buyers and





# Are Tenants Asking for This?



### General Request

 "Please describe any and all sustainability programs/processes the Building currently employs or participates in"

### Specific Request

- "Please describe if your Building will meet any "Green", "Sustainable" or environmentally sensitive criteria, and if so, provide detailed description of such."
- "Please identify any certifications or applications for the LEED Program. Energy Star. etc. that
  the Building has or hopes to achieve."
- "Please advise whether Landlord will require Tenant "X" to pursue LEE action to comply with LEED or other sustainable Building initiatives re Landlord."
- "Tenant "X" will require that Landlord support any LEED-CI certificatio to pursue and for Landlord to be cooperative and forthcoming with infereasonably requested by Tenant "X" and related or required of Tenant

Cassidy/ Turley/

# Is There a Competitive Advantage?



### Escalatable Expenses

	2009		2010		2011		2012	
CATEGORY								
Cleaning	\$	1.74	\$	1.66	\$	1.89	\$	1.77
Utilities	\$	3.20	\$	2.77	\$	2.70	5	2.26
Repairs & Maintenance	\$	2.07	\$	259	\$	2.28	\$	3.38
Roads & Grounds	\$	0.10	\$	0.12	\$	0.18	\$	0.21
Security	\$	1.57	\$	1.50	\$	1.54	\$	1,65
Management Fee	\$	2.01	\$	1.82	\$	1.74	\$	2:07
Administrative	\$	1.35	\$	1.23	5	1.30	\$	0.62
Insurance	\$	0.25	\$	0.22	\$	0.24	\$	0.25
Total Escalatable Expenses	\$	12.29	\$	11.91	\$	11,88	\$	12.20

Cassidy/ Turley/

\*\*

# **How Do Landlord's Communicate?**

The Building is certified LEED-EB Silver and has implemented "Green" building upgrades that have increased energy efficiency and improved tenant comfort. The Building promotes a whole-building approach to sustainability, including low-energy T-8 bulbs in light fixtures, a high performance "green cleaning" program and a comprehensive recycling program. Eco-friendly tenants can also find the local Metro stop on the premises.







